



1040 2nd Street, Suite 103
Sturgis, SD 57785



Presidents' Day
February 18

Announcements

City Offices will be Closed - Monday, February 18 for Presidents' Day. Trash normally picked up on Monday will be picked up on Tuesday.

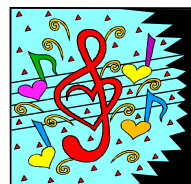
Story Hour at the Library - Tuesdays at 10:00 a.m. for children ages 3-5.

Sturgis Center for the Arts - is taking reservations for Singing Telegrams on Valentine's Day. Call 347-0242 or 209-0919 cost is just \$25.

Free Computer Classes - Tuesdays and Thursdays at the library. Check the library website page for class topics and schedules.

Deadline to File Petitions for City Council or Mayor - 5:00 p.m. February 22 at City Hall Finance Office.

Voter Registration Deadline: March 25.



Upcoming Meetings

Sturgis City Council: Monday, February 4 and Tuesday, February 19 at 6:30 p.m. at the Erskine Building.

Arts Council: February 21 at 7:00 p.m. at City Hall, Room A.

MUB: February 13 at 8:00 a.m. at City Hall, Room A.

Park Board: February 12 at 7:00 p.m. at the Morman Law Firm.

Planning and Zoning: February 5 at 5:30 p.m. at City Hall, Room A.

Community Garden: March 5 at 7:00 p.m. in the Meade Room at the Community Center.



Officials

Mayor

Mark Carstensen 490-1044

Council Members

Ward One:

Joe DesJarlais 347-7928

Kelly Vasknetz 490-0361

Ward Two:

David Hersrud 347-5061

Marcia Johnston 347-2483

Ward Three:

Ron Waterland 720-5010

Jamie McVay 720-5780

Ward Four:

Tim Potts 720-4233

Dane Sundstrom 490-1172

City Manager

Daniel Ainslie 347-4422



Sturgis Information Publication

Volume 5, Issue 1
January 2013

City Names Sponsorship Agency and Official Magazine Publisher

The City has named Legends Sales and Marketing (LSM) as the new sponsorship agency for the Sturgis® Motorcycle Rally. Legends is a full-service marketing firm located in Plano, Texas. They provide highly specialized services to clients wanting to maximize revenue from various commercial sources. LSM has worked with national and international clients such as the New York Yankees, San Francisco 49ers, the Rose Bowl, FC Barcelona and many others.

LSM has an established presence in South Dakota, having recently negotiated an \$18.75-million, 25-year deal on behalf of the City of Sioux Falls for naming rights to the Denny Sanford PREMIER Center scheduled to open in 2014.



audience.

The Sponsorship and Marketing Programs provide a direct benefit to the citizens of Sturgis, in the form of

cash and other compensation. The 2012 Sponsorship and Marketing Programs earned over \$115,057.

According to Mayor Carstensen, "There is plenty of room for the Sponsorship Program to grow in the

future and we look forward to working with LSM to maximize the benefits of the Rally for our community."

In addition to naming the new Sponsorship Agency, the City has also signed an agreement with Maverick Publishing to publish the Official Magazine of the Sturgis® Motorcycle Rally.

Maverick Publishing is currently located in Spearfish. They produce several leading publications for the motorcycle industry including American Bagger, American Cycle, and Urban Bagger. The family-friendly publications have a subscriber network that exceeds 50,000 and is available in more than 500 retail outlets. The magazine will still be available at no charge to businesses within the local area as well as campgrounds, hotels and visitor information outlets in the Black Hills region.

"Working with a company of this caliber is very exciting and we look forward to working together to promote the Rally to a larger and more diverse audience than ever before."
Daniel Ainslie, Sturgis City Manager.

City Elections Scheduled for April 9, 2013

City elections are scheduled for Tuesday, April 9. Incumbents Joe DesJarlais, David Hersrud, Jamie McVay and Dane Sundstrom will be up for re-election. Mayor Mark Carstensen will also be up for re-election. All candidates elected in 2013 will serve three year terms.

Petitions to run for office may be picked up at City Hall. Valid petitions must be turned in at City Hall no later than February 22 at 5:00 p.m. The number of required signatures varies by ward and is based on the number of voters in the last general election and are determined by the City Finance Officer.

Sample ballots will be available at City Hall and on the City website by March 25. Absentee ballots will be available at the City Finance Office after March 25.

The deadline for voter registration is March 25. If you are not currently a registered voter, you may register at several locations including Sturgis City Hall and the Meade County Auditor's Office. If you are not sure of your registration status, you can contact the Meade County Auditor's Office at 347-2360. You can view a ward map and other election related information on the City website at Sturgis-sd.gov.




City Secures Marcotte Property

The City has made the first payment for the purchase of 60 acres from the South Dakota Game Fish & Parks (GF&P). The Marcotte property is located on the south side of the City and has been used primarily for hunting and outdoor recreation. As the City has grown, more homes have encroached on the area and it is no longer suitable for hunting activities so the GF&P agreed to sell the property to the City for future recreational use.

The Sturgis Comprehensive Plan identified the need for future recreational space and once the property is paid off, in 2015, a plan will be in place to develop the space for a variety of recreational uses.

The purchase price for the 60 acre parcel is \$620,000 and will be paid for over a three year period. Funds used for the purchase come from the BBB and Capital Improvement accounts that are used for specific types of projects including land purchase and recreation.



Thank You

The Sturgis Library would like to thank everyone for your donations during our *Food for Fines* Campaign. Through your generosity, the library was able to give \$200 along with three large tubs of food to the Kiwanis Food Pantry.

The public and staff also donated several items of warm clothing to the local schools and the Coats for Kids program.

Are you or someone you know in need of help with home repairs?
Contact NeighborWorks Dakota Home Resources at 578-1401 for information about assistance.

Leadership Sturgis Class Begins February 21

The Sturgis Chamber of Commerce is taking registrations for the 2013 Leadership Sturgis program. This is an eight week course that will begin on February 21. Participants will learn about our local government structure, community involvement opportunities and will develop valuable leadership skills.

If you would like more information, please contact the Sturgis Area Chamber at 347-2556

Council Update - New Ordinances

The City Council has been considering issues related to three new ordinances.

The first ordinance is the proposed BID District in the downtown area. The BID District requires business owners within a designated area of the downtown to be assessed a fee based on the amount of linear footage their property occupies along designated streets. The fees collected will be used specifically to promote public activities and beautification efforts within the district.

The second ordinance is related to the creation of a downtown overlay zone that will also fall within the BID District. The overlay zone addresses use of buildings, including allowing living spaces within commercial buildings. Signage, lighting and landscaping will also be addressed. In addition, the ordinance requires all commercial properties to be brought up to code and to meet basic safety and health standards before the City will issue a vending license for the property.

The final ordinance changes the temporary vending fee structure. Under this ordinance, vendors will pay a flat fee in addition to a square footage fee based on the size of their vending location.

A public meeting was held on January 14 to discuss the proposed ordinances and to gain input from residents. The Council held first readings of all three ordinances on January 22.

The ordinances are available for viewing on the City website at Sturgis-sd.gov.

Sturgis Community Garden Registration Begins March 1

Residents interested in renting a space in the Sturgis Community Garden for the 2013 season can pick up an application at the City Finance Office starting February 11. Official registration for returning members is March 1 - 15. New applicant registration is March 18 - 29.

There will be a meeting for everyone interested in the Community Garden at 7:00 pm on March 5 at the Community Center.

The rent for 10 x 25 foot space is \$25. The rental fees help cover the costs of water and insurance.



IRS Tax Forms
Now available at the
Sturgis Library

Employee Spotlight - Water Department Office

The Office Manager for the Sturgis Water Department is responsible for the daily administrative duties within the Water Department Office. In addition to billing monthly water usage, the Water Department also bills residents for all City utility services (sanitation, wastewater, and recycling).

This position also serves as the Secretary to the Municipal Utility Board, an independent board implemented in 1979 that is responsible for overseeing the City's water systems. As Secretary, the Office Manager prepares and posts the monthly agenda, prepares the Board informational packages, and records and publishes the official minutes.

Bev Johnson recently retired as the Office Manager after serving for more than 10 years in that position. Tammy Even has been promoted to Water Office Manager. Congratulations to Bev on her retirement and Tammy on her promotion.



Bev Johnson retired in January after serving as Water Office Manager for 10 years.

Parks Department Battles the Pine Beetle

The City of Sturgis Parks Department has been working on Mountain Pine Beetle Surveillance and Identification on city properties. Most recently, high priority areas of Bear Butte Cemetery and the Sturgis Watershed have been surveyed and approximately 91 infected trees were identified. Those trees were cut and chunked. During the 2011 season, the City removed approximately 260 infected trees.

The Parks Department is following the treatment plan to cut and chunk, recommended by the state. Using this method, once infected trees are identified, they are cut down and chunked into 2 foot segments that are left lying on the forest floor to dry. The drying process kills the mountain pine beetle larvae before they are able to mature and fly during the summer season.

The Parks Department will continue to monitor the Pine Beetle activity and will do everything possible to reduce the damage caused by these pests.

If you have questions regarding Mountain Pine Beetle, please contact the Sturgis Parks Department at 347-9018 or sturgisparks@rushmore.com.





15th Annual Northern Hills Ag Fest and Home Show

February 16, 10:00 a.m. until 4:00 p.m.
Sturgis Community Center

Vendors - Displays - Chili Contest - Cattle Show

Contact Information

- City Hall 347-4422
City Attorney 347-4422
Code Enforcement and Inspections 347-4422
- Finance Office 347-4422
Human Resources 347-4422
Rally Department 720-0800
1040 2nd Street
- Community Center 347-6513
5:00 - 9:00 Mon. - Fri.
8:00 - 8:00 Sat.
Noon - 8:00 Sun.
1401 Lazelle Street
- Fire & Ambulance 347-5801
Emergency 911
7:00 - 5:00 Mon. - Fri.
1901 Ballpark Road
- Library 347-2624
8:00 - 7:00 Mon. - Thur.
8:00 - 5:00 Fri.
8:00 - 4:00 Sat.
1040 2nd Street
- Liquor Store 347-5983
8:00 - 9:00 Mon. - Sat.
10:00 - 6:00 Sun.
1075 Lazelle Street
- Parks Department 347-9018
8:00 - 5:00 Mon. - Fri.
1920 Ballpark Road
Shelter Reservations call 347-4422
- Police Department 347-5070
Emergency 911
1400 Main Street
- Public Works 347-3916
7:00 - 4:00 Mon. - Fri.
1057 Dudley Street
Rubble Site
8:00 - 5:00 Tue. - Fri.
8:00 - 12:00 and 1:00 - 5:00 Mon. and Sat.
- Water Department 347-4425
8:00 - 4:45 Mon. - Fri.
After Hours Emergency call
Police Dispatch 347-2573
1040 2nd Street
Drop boxes:
2901 Vanocker Canyon and
City Hall 1040 2nd Street